

Eastern Area Focus Group Meeting October 8, 2015

Periodicals – What's New and What's Forgotten

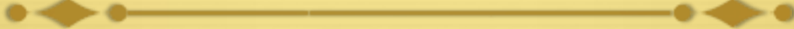


Periodicals – What's New?



- ✦ MARKED COPY RULES
- ✦ OLD – Copy of every edition and version supplied to post office for file and review
- ✦ NEW – Copy of most prevalent or largest version supplied. Other editions or versions available if requested.
- ✦ Simplifies marked copy needs for publisher, printer and USPS.

Periodicals – Forgotten



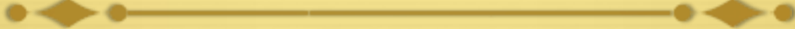
- ✦ STATEMENT OF OWNERSHIP
- ✦ Latest copy of publication does not have to be last one prior to October 1 deadline
- ✦ Only General and Requester need to publish the copy of the 3526 in an issue
- ✦ Digital copies may be included now.
- ✦ This is a federal statute and required by law.

Periodicals Forgotten



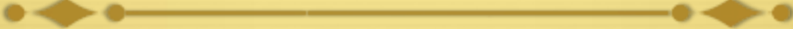
- ✦ IDENTIFICATION STATEMENT
- ✦ Not all items need to be in one place – cover is an option for date, volume/issue, and price.
- ✦ Perfect bound titles may have those 3 elements on the spine of the issue.
- ✦ Required because this is the only “permit” to show class and postage for title.

Periodicals Forgotten



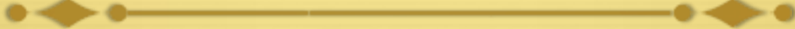
- ✧ FREQUENCIES
- ✧ Common errors
- ✧ Biweekly instead of bimonthly – biweekly is 26 issues, bimonthly is 6
- ✧ Semimonthly is twice a month
- ✧ Special issues, if part of frequency, must be listed
- ✧ One-time specials may be omitted if USPS advised

Periodicals – Almost New



- ✦ AUGMENTED REALITY
- ✦ Page or pages that have embedded advertising or editorial content.
- ✦ May be activated by scanning a QR Code or the page itself
- ✦ No extra physical content so not added to the advertising/editorial measured ratio.

Periodicals – Almost New



✦ REQUESTERS

- ✦ Advertising content may exceed 75% in one fourth of the issues in a 12-month period.
- ✦ Content level of one or more editions not tied back to entire issue.
- ✦ Nominal rate rules do not apply to requesters

Questions ???

